

Country: GERMANY
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Title: AERO 01 FRIEDRICHSHAFEN- END OF SHOW REPORT
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AERO '01, A MAJOR EVENT IN EUROPE FOR GENERAL AND BUSINESS AVIATION WAS HELD IN FRIEDRICHSHAFEN, LAKE CONSTANCE, AT TWO SHOW LOCATIONS FROM APRIL 25-29, 2001. THE TRADE SHOW ATTRACTED 480 EXHIBITORS FROM 28 COUNTRIES, (1999: 440 EXHIBITORS FROM 22 COUNTRIES) INCLUDING 14 U.S. COMPANIES. 49,000 VISITORS WERE COUNTED TO HAVE VISITED AERO, 25 PERCENT FOREIGNERS. PRODUCTS DISPLAYED INCLUDED BUSINESS JETS, GLIDERS AND ULTRALIGHTS, BALOONS AS WELL AS EQUIPMENT AND SUPPLY FOR AIRCRAFT, AVIONICS, ELECTRONICS, SERVICES, MAINTENANCE, REPAIR AND OVERHAUL.

AERO WAS AGAIN SPONSORED BY THE GERMAN AVIATION CLUB (DEUTSCHER AERoclUB (DAEC E.V.) AND HELD UNDER PATRONAGE OF FEDERAL MINISTER OF TRANSPORTATION, KURT BODEWIG, THIS YEAR. THE TRADE SHOW WAS OPENED WITH AN OFFICIAL CEREMONY AND REMARKS BY THE PARLIAMENTARY STATE SECRETARY IN THE FEDERAL MINISTRY OF ECONOMICS AND COORDINATOR FOR THE GERMAN AEROSPACE INDUSTRY, SIEGMAR MOSDORF. SPEECHES WERE ALSO HELD BY THE MAYOR OF FRIEDRICHSHAFEN CITY, DR. BERND WIEDMANN, THE PRESIDENT OF THE DAEC E.V., GERHARD ALLERDISSEN, ULRICH MUELLER, MINISTER FOR ENVIRONMENT AND TRANSPORTATION BADEN-WUERTTEMBERG AS WELL AS ULRICH SCHWIERCZINSKI, DIRECTOR OF THE LUFTFAHRTBUNDESAMT.

MOSDORF POINTED OUT THE REMARKABLE GROWTH OF AERO WITHIN THE LAST DECADE AND STRESSED THE IMPORTANCE OF FRIEDRICHSHAFEN AS LOCATION FOR THE AEROSPACE INDUSTRY IN GERMANY. NO COMPARABLE TRADE SHOW TAKES PLACE IN EUROPE IN THE GENERAL AVIATION SECTOR STATED MOSDORF. THE COORDINATOR MENTIONED THE MEANING OF THE GENERAL AVIATION IN GERMANY

THE 2001 EVENT WAS THE THIRTEENTH AERO SHOW AND PROOF FOR THE STRONG GROWTH WITHIN THIS SECTOR. AERO STARTED WITH 24 EXHIBITORS IN 1978, GREW TO 220 EXHIBITORS IN 1989 AND FROM THEREON MORE THAN DOUBLED TO 480 IN 2001. LEADING COMPANIES, ORGANIZATIONS, ASSOCIATIONS AND PUBLICATIONS FROM GERMANY SUCH AS ALLROUND E.V., AOPA-GERMANY, AVIATIC VERLAG GmbH, BECKER FLUGFUNKWERK GMBH, DEUTSCHE LUFTHANSA AG, DORNIER GMBH, EXTRA FLUGZEUGBAU GMBH, MOTOR-PRESSE STUTTGART (FLUGREVUE), FLUGVERLAG BEROLINA GMBH (FLIEGERREVUE), INTERTURBINE LOGISTIK GmbH, JEPPESEN & CO. GMBH, LIEBHERR-AEROSPACE LINDENBERG GMBH, LIMBACH FLUGMOTOREN, LUFTFAHRT-BUNDESAMT, RHEINLAND AIR SERVICE, RÖDER PRÄZISION GMBH, SENNHEISER ELECTRONIC GMBH, STEMME GMBH & CO. KG, ZEPPELIN LUFTSCHIFF-TECHNIK GMBH WERE PRESENT.

THIS TREND UPWARDS, WHICH THE TRADE SHOW HAS EXPERIENCED, IS NOT ONLY RESULT OF ITS CONCEPT, BUT ALSO FROM FRIEDRICHSHAFEN'S LONG TRADITION AS A CENTER OF AVIATION. NAMES SUCH AS ZEPPELIN, DORNIER, KOBER AND MAYBACH ARE CONNECTED WITH THE CITY AT LAKE CONSTANCE. AERO TAKES PLACE ON TWO LOCATIONS AND ALTOGETHER 80,000 m² OF EXHIBITION SPACE. ONE OF THE LOCATIONS IS THE FAIRGROUNDS OF MESSE FRIEDRICHSHAFEN WITH TEN EXHIBITION HALLS, THE OTHER ONE A STATIC DISPLAY AT FRIEDRICHSHAFEN AIRPORT, WHERE AIRCRAFT WAS DISPLAYED AND THE GERMAN AIR FORCE DISPLAYED A SPECIAL EXHIBITION. DURING THE LAST TWO DAYS, SATURDAY, APRIL 28 AND SUNDAY, APRIL 29 AERO FEATURED AN EXTENSIVE FLIGHT PROGRAM.

AERO 2003 WILL ALREADY BE HELD ON THE NEW TRADE SHOW GROUNDS LOCATED AT FRIEDRICHSHAFEN AIRPORT, WHICH WILL LEAD TO BETTER CONNECTION BETWEEN HALLS AND STATIC DISPLAY.

AERO WAS AGAIN ACCOMPANIED BY 30 CONFERENCES AND PRESS EVENTS TAKING PLACE DURING SHOW HOURS. AMONG THE CONFERENCES WAS A PRESENTATION OF THE PREMIER I-AIRCRAFT HELD BY RAYTHEON AIRCRAFT/BEECHCRAFT VERTRIEB UND SERVICE, WHICH SUCCEEDED TO HAVE A STRONG PARTICIPATION BY TRADE VISITORS FROM ALL OVER THE WORLD. OTHER SUBJECTS WERE FRACTIONAL OWNERSHIP IN BUSINESS AVIATION AND A SYMPOSIUM ON

ULTRALIGHT AIRCRAFT ONLY TO NAME A FEW.

THIS YEAR'S SHOW WAS CERTIFIED BY THE US DEPARTMENT OF COMMERCE FOR THE FOURTH TIME. IT COMPRISED 14 US-EXHIBITORS RANGING FROM PLAYERS LIKE CESSNA AND RAYTHEON/BEECHCRAFT TO TEXTRON LYCOMING AS WELL AS SMALL AND MEDIUM SIZED COMPANIES LIKE SUN AVIATION, TAP PUBLISHING COMPANY OR FLITZ INTERNATIONAL. PIPER AIRCRAFT WAS PRESENT WITH ITS GERMAN REPRESENTATION PIPER GENERALVERTRETUNG DEUTSCHLAND. MESSE FRIEDRICHSHAFEN, THE SHOW ORGANIZER, USES A US-REPRESENTATIVE, MR. FRANK HOFMANN, ACTING FROM QUEBEC, CANADA, FOR THE ACQUISITION OF EXHIBITORS ON THE NORTHERN AMERICAN AND CANADIAN MARKET.

CERTIFICATION HAS TO BE RECONSIDERED TAKING INTO CONSIDERATION THAT THE VALUE ADDED FOR USFCS BEING PRESENT WITH A BUSINESS INFORMATION OFFICE DURING THE SHOW WAS NOT REMARKABLE. ALMOST ALL REQUESTS TO THE BOOTH AND FCS STAFF WERE OF PRIVATE NATURE, I.E. VISA AND TOURISTIC QUESTIONS. USFCS SERVICES COULD NOT BE MARKETING IN AN APPROPRIATE WAY. UNDER THESE CIRCUMSTANCES A REPRESENTATION OF THE USFCS IN GERMANY WITH A BOOTH IS NOT COMMENDABLE AGAIN IN 2003.

ALMOST ALL EXHIBITORS PROVIDED WITH A TRADE SHOW SURVEY REPORTED THEY WERE SATISFIED WITH THE SHOW OVERALL AND THE ATTENDANCE AT THE BOOTH. ALMOST ALL FIRMS STATED THAT THEY PLAN TO COME TO AERO 2003 AGAIN AS IT IS IN THEIR OPINION THE RIGHT SHOW TO MEET CUSTOMERS. THE COMPANIES REPORTED ESTIMATED SALES OF USD 3.7 MILLION RESULTING DIRECTLY FROM THEIR SHOW ATTENDANCE WITHIN THE NEXT TWELVE MONTHS. THE END OF SHOW EVALUATION SURVEY SHOWED THAT AERO IS A GOOD DIRECT SALES VENUE FOR U.S. GENERAL AVIATION PRODUCTS AND EQUIPMENT IN EUROPE.

IT HAS TO BE TAKEN INTO CONSIDERATION, THOUGH, THAT THE U.S. COMPANIES EXHIBITING AT AERO, WERE WELL VERSED IN THE MARKET AND DID NOT NEED FCS ASSISTANCE URGENTLY.

NEXT AERO WILL TAKE PLACE FROM APRIL 24-27, 2003 ON THE NEW

SHOW SITE AT THE AIRPORT.

U.S. FIRMS INTERESTED IN PARTICIPATION SHOULD CONTACT:

TRADE SHOW ORGANIZER:

MESSE FRIEDRICHSHAFEN GMBH
MEISTERSHOFENER STRASSE 25
88045 FRIEDRICHSHAFEN
PHONE: +49-75 41-708-0
FAX: +49-75 41-708-110
CONTACT: MR. ROBERT BOSCH, PROJECT MANAGER

To the best of our knowledge, the information contained in this report is accurate as of the date published. However, the Department of Commerce does not take responsibility for actions readers may take based on the information contained herein. Readers should always conduct their own due diligence before entering into business ventures or other commercial arrangements. The Department of Commerce can assist companies in these endeavors.

IMI Customer Satisfaction Survey

U.S. Department of Commerce
International Trade Administration
The Commercial Service

The U.S. Department of Commerce would appreciate input from U.S. businesses that have used this IMI report in conducting export market research. Please review the privacy statement / disclaimers at the bottom of this Web site. Please take a few moments to complete the attached survey and fax it to 202/482-0973, mail it to QAS, Rm. 2002, U.S. Department of Commerce, Washington, D.C. 20230, or Email: Internet[Robert.Opfer@mail.doc.gov].

* * * About Our Service * * *

1. Country covered by report: _____

Industry/title: _____

Commerce domestic office that assisted you (if applicable):

2. How did you find out about the IMI service?

☐ Direct mail

☐ Recommended by another firm

☐ Recommended by Commerce staff

☐ Trade/state/private newsletter

☐ Department of Commerce newsletter

☐ Other (specify): _____

3. Please indicate the extent to which your objectives were satisfied:

1-Very satisfied

2-Satisfied

3-Neither satisfied nor dissatisfied

4-Dissatisfied

5-Very dissatisfied

6-Not applicable

☐ Overall objectives

☐ Accuracy of information

☐ Completeness of information

☐ Clarity of information

☐ Relevance of information

☐ Follow-up by Commerce representative

4. In your opinion, did using the IMI service facilitate any of the following?

☐ Decided to enter or increase presence in market

☐ Developed an export marketing plan

☐ Added to knowledge of country/industry

☐ Corroborated market data from other sources

☐ Decided to bypass or reduce presence in market

☐ Other (specify): _____

5. How likely would you be to use the IMI service again?

- ☐ Definitely would
☐ Probably would
☐ Unsure
☐ Probably would not
☐ Definitely would not

6. Comments:

* * * About Your Firm * * *

1. Number of employees: ☐ 1-99 ☐ 100-249 ☐ 250-499
☐ 500-999 ☐ 1,000+

2. Location (abbreviation of your state only): _____

3. Business activity (check one):

- ☐ Manufacturing
☐ Service
☐ Agent, broker, manufacturer's representative
☐ Export management or trading company
☐ Other (specify): _____

4. Value of export shipments over the past 12 months:

- ☐ Less than \$10K
☐ \$11K-\$100K
☐ \$101K-\$500K
☐ \$501K-\$999K
☐ \$1M-\$5M
☐ More than \$5M

May we call you about your experience with the IMI service?

Contact name: _____

Phone: _____

Fax number: _____

Email: _____

Thank you--we value your input!

This report is authorized by law (15 U.S.C. 1512 et seq., 15 U.S.C. 171 et seq.). While you are not required to respond, your cooperation is needed to make the results of this evaluation comprehensive, accurate, and timely. Public reporting burden for this collection of information is estimated to average ten minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing the burden, to Reports Clearance Officer, International Trade Administration, Rm. 4001, U.S. Dept. of Commerce, Washington, D.C. 20230, and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0625-0217), Washington, D.C. 20503.

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